



TRADE SHOW OPPORTUNITY



ANTAD 2005

GUADALAJARA, MEXICO

Who Should Attend:

U.S. exporters of food, including catering products, wines, spirits and other beverages for supermarkets and the rest of the retail sector

Why:

ANTAD 2005 is Latin America's biggest food and supermarket show, with over 900 exhibitors in 35,000 square meters of exhibition space. At ANTAD 2004, more than 15,000 buyers and importers for supermarkets and other retail outlets visited the show.

When:

March 10-12, 2005

**The Market:**

The retail, hotel, restaurant and food processing sectors in Mexico all present good opportunities for U.S. agricultural exports. All product categories showed modest to good growth rates in 2004, and strong growth in sales of red meats, processed fruits and vegetables, dairy products, wines and beer.

Best Prospects:

Products with the fastest sales growth in recent years and promising continued growth are fish and seafood products, processed fruits and vegetables, dairy products, snack foods, fresh and prepared red meats, poultry meat, eggs and products, soybean meal and oil and wheat flour.

Contacts:

FAS Agricultural Trade Office
Mexico City
Mexico
Tel.: (011-52-55) 5280-5291
Fax: (011-52-55) 5281-6093
Carlos.Zertuche@usda.gov

Tobitha Jones
FAS Trade Show Office
Washington, DC
Tel.: (202) 690-1182
Fax: (202) 690-4374
Tobitha.Jones@usda.gov

